



Course syllabus

Faculty of Arts and Humanities
Department of Media and Journalism

1MK711 Kreativitet, innovation och förändring, 7,5 högskolepoäng
Creativity, Innovation, and Change, 7.5 credits

Main field of study

Media and Communication

Subject

Media and Communication Studies

Level

First cycle

Progression

G1N

Date of Ratification

Approved 2025-09-03.

The course syllabus is valid from spring semester 2026.

Prerequisites

General entry requirements and English 6, Civics A, Mathematics B or Civics 1b / 1a1 +1a2, Mathematics 2a / 2b / 2c.

Objectives

After completing the course, the student should be able to:

- account for how media technologies and media environments organize creativity and innovation, historically as well as theoretically,
- account for a process-theoretical understanding of media in relation to cultural and social change,
- account for experimental and conceptual methods of creativity and innovation,
- apply experimental methods and process-theoretical concepts to media objects to generate and investigate innovation,

- apply conceptual techniques and workflow design in creative practices.

Content

The course covers creativity and innovation in the context of media development. Media environments and media technologies have always been important for facilitating and regulating creative communication and innovation. This has become even more emphasized with widespread computerization and digitization. The course historicizes and theorizes the media technological entanglements of innovation and creativity, using both a practice-based, experimental approach and a theoretical, academic approach. This is partly done by designing workflows that organizes creativity and innovation in media processes, and partly by experimenting with media objects. Relating creative practices in art, cultural production and the creative industries to contemporary media environments, the course also focuses on cultural and social change.

Type of Instruction

Teaching is delivered in the form of lectures, seminars, experiments, group work.

Examination

The course is assessed with the grades Fail (U), Pass (G) or Pass with Distinction (VG).

The course is examined through oral and written examination, individually and in groups.

In order to receive the grade of Pass, the student must achieve the objectives. Grading criteria for the grade of Pass with Distinction will be specified in writing when the course starts.

Oral exam, individual assessment (U/G), 1 credit

Oral presentation, collective assessment (U/G/VG), 2.5 credits

Written exam, individual assessment (U/G/VG), 4 credits

Resit examination is offered in accordance with Linnaeus University's Local regulations for courses and examination at the first- and second-cycle levels.

In the event that a student with a disability is entitled to special study support, the examiner will decide on adapted or alternative examination arrangements.

Course Evaluation

A course evaluation should be conducted during the course or in connection with its conclusion. The results and analysis of the completed course evaluation should be promptly communicated to students who have completed the course. Students participating in the next course instance should be informed of the results of the previous course evaluation and any improvements that have been made, no later than at the start of the course.

Required Reading and Additional Study Material

Bauman, Zygmunt (1999) *Liquid Modernity*. Cambridge. Polity. 228 pages.
ISBN 0745624103

Burrows, David and O'Sullivan, Simon (2019). *Fictioning: The Myth-Functions of*

Contemporary Art and Philosophy. Edinburgh. Edinburgh University Press. 100 pages. ISBN 9781474432399

Goldsmith, Kenneth (2011). *Uncreative Writing*. New York. Columbia University Press. 100 pages. ISBN 9780231149914

Hayles, N. Katherine (1999). *How We Became Posthuman: Virtual Bodies in Cybernetics, Literature, and Informatics*. Chicago. Chicago University Press. 150 pages. ISBN 0226321452

Jenkins, Henry; Peters-Lazaro, Gabriel and Shresthova, Sangita (eds.) (2020). *Popular Culture and the Civic Imagination*. New York. New York University Press. 50 pages. ISBN 9781479869503

McLuhan, Marshall (1964). *Understanding Media*. London. Routledge Classics (or corresponding publisher). Circa 100 pages. ISBN 0415253977

O’Gorman, Marcel (2021). *Making Media Theory*. New York. Bloomsbury. 140 pages. ISBN 9781501358616

Additional texts will be added, 150 pages. This will provided by the department.